VISUALIZE YOUR LIBRARY'S STORY PART II: INFOGRAPHIC TOOLS

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Library Management Consultant

WHO AM I?

- Kyla Hunt
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  - Email me at khunt@tsl.texas.gov

CONCURRENT WITH…

- Telling your library's story: Value, Benefit, Worth and Impact (face to face workshop) taught by Julie Todaro: https://www.tsl.texas.gov/slmregister

OVERVIEW

- Why?
- Examples
- Tools Available
- Piktochart
- Tableau
- Canva
- Additional Online Tools

WHY INFOGRAPHICS?

- *Infographics: A Practical Guide for Librarians –* Beverley E. Crane
  - Information Overload
  - Communication Complexities
  - Time Constraints
  - Audience Habits
  - Visual Processing

INFORMATION OVERLOAD

Books in a stack by Evan Bench is licensed through CC BY 2.0

TIME CONSTRAINTS

Time by Roberto De la Parra is licensed through CC BY 2.0

AUDIENCE HABITS

VISUAL PROCESSING

82%
UNEMPLOYMENT

According to the U.S. Bureau of Labor Statistics
12.7 MILLION PEOPLE
ARE WITHOUT A JOB

https://ebookfriendly.com/libraries-matter-library-infographics/why-support-local-library-infographic/

BEST PRACTICES
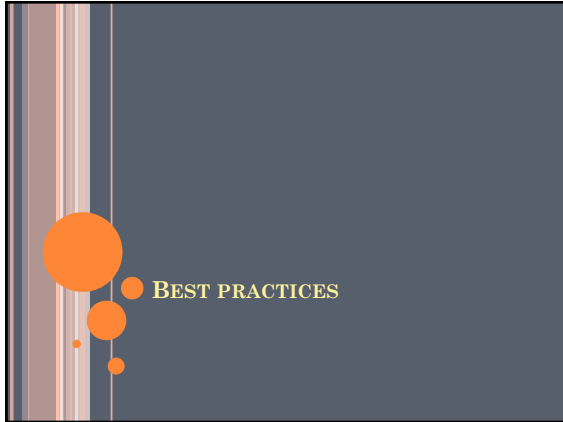
MAKE SURE YOUR FACTS ARE ACCURATE

Brought to you by USC University of Southern California   http://librarysciencedegree.usc.edu/

Sources
http://www.bls.gov
http://www.payscale.com/research/US/Job=Head_Librarian/Salary
http://www.payscale.com/research/US/Job=Library_Director/Salary
http://www.payscale.com/research/US/Job=Librarian%2c_Special_Library/Salary
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http://www.teleread.com/library/ala-finds-90-percent-u-s-libraries-now-lend-ebooks/
www.sciencedirect.com/science/article/pii/S0740818814000258
http://ifl.sagepub.com/content/39/1/70.full.pdf+html

https://ebookfriendly.com/libraries-matter-library-infographics/shaping-libraries-future/

KEEP THE THEME FOCUSED

Examining Clouds by Kate Ter Haar is licensed through CC BY 2.0

CHOOSE A UNIQUE TOPIC

Yawn by bwats2 is licensed through CC BY 2.0

INSPIRATION

o Library Design Share: https://librariandesignshare.org/

INSPIRATION

o Ebookfriendly.com https://ebookfriendly.com/libraries-matter-library-infographics/

TOOLS AVAILABLE
Free and for a Fee

TOOLS

- Piktochart: https://piktochart.com/
- Canva: https://www.canva.com/
- Tableau: https://www.tableau.com
- Venngage: https://venngage.com
- Easel.ly: https://www.easel.ly/
- Infogram: https://infogram.com/app/#/library
- Tiki-Toki: https://www.tiki-toki.com/

OTHER TOOLS THAT MAY HELP

- Creative Commons Search
  https://search.creativecommons.org
- Data Visualization Checklist
  http://stephanieevergreen.com/wp-content/uploads/2014/05/DataVizChecklist_May2014.pdf
- Adobe Color https://color.adobe.com/create/color-wheel/
- Color Blindness Simulator
  http://www.etre.com/tools/colourblindsimulator/

PIKTOCHART

START FOR FREE

Piktochart

Easy-to-Use
Infographic Maker

Take your visual communication to the next level,
without hiring a professional designer.

Start For Free   Watch a Demo

TechCrunch   SurveyMonkey   Forbes   theguardian   Booking.com   MOZ   Typeform

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WHAT DOES PRO GET ME? ($39.99)

- Access to all 600+ templates
- Upload up to 400MB of your own photos
- Download projects as standard quality images
- Download projects as print quality images
- Download projects as PDFs
- Remove the Piktochart watermark
- Password protect or make your projects private
- Create custom color schemes

- https://magic.piktochart.com/pricing/edu

INFOGRAPHIC TEMPLATES

https://magic.piktochart.com/infographic
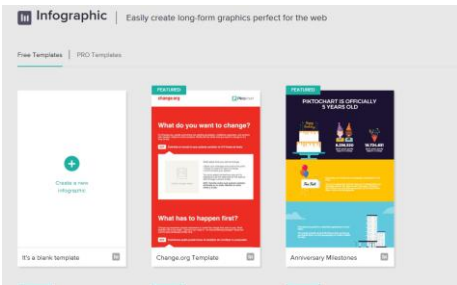
POSTERS, REPORTS AND FLYERS

https://magic.piktochart.com/printable
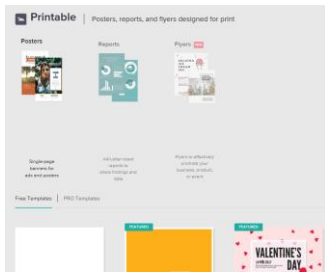
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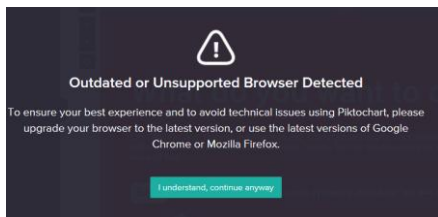
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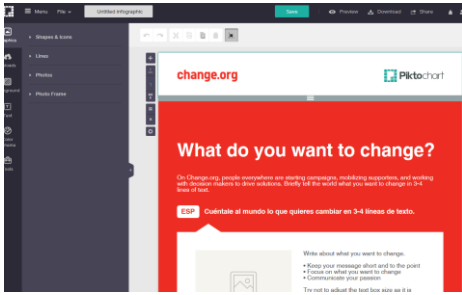
RENAME

MAJOR EDITING FEATURES

Color scheme

Graphics
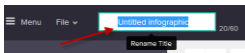
Include citations
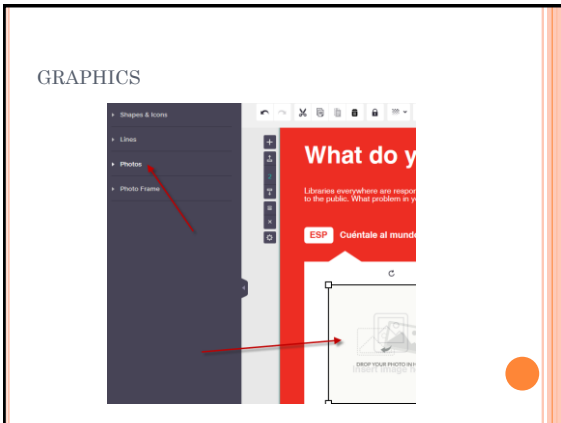
UPLOADS

CHANGE BACKGROUND
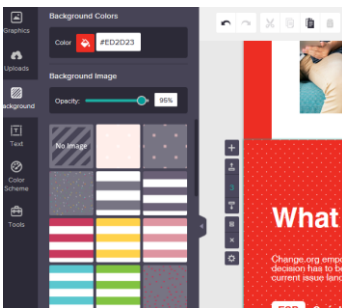
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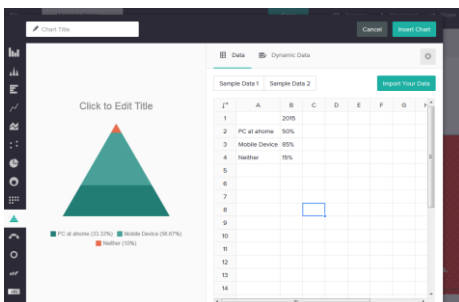
INSERT CHART

INSERT MAP

INSERT VIDEO

SHARE

CANVA

CANVA

○ https://www.canva.com/
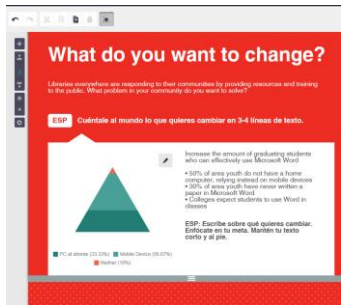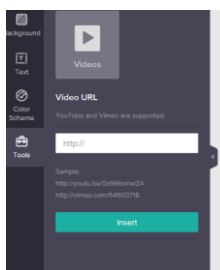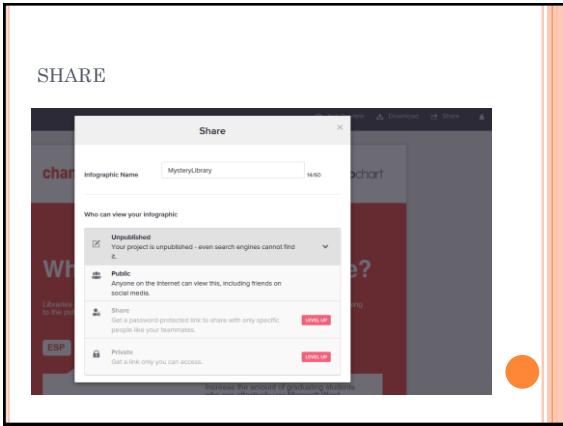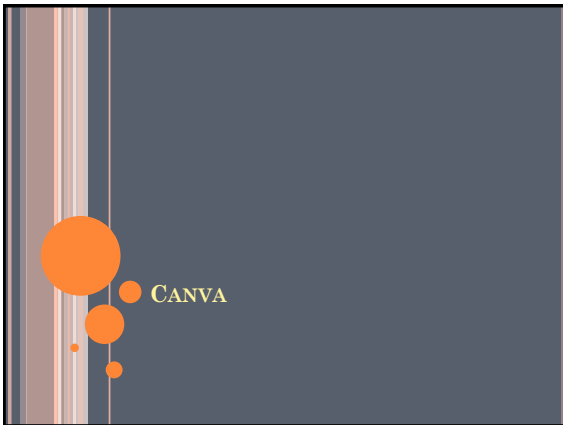
EDUCATION TOOLS

TOOLS
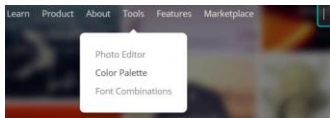
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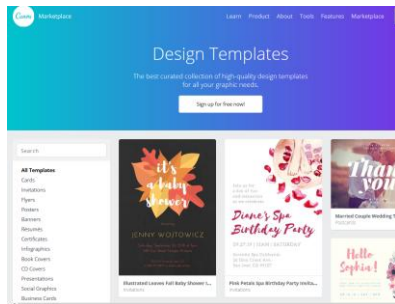
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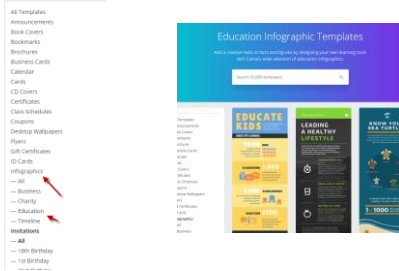
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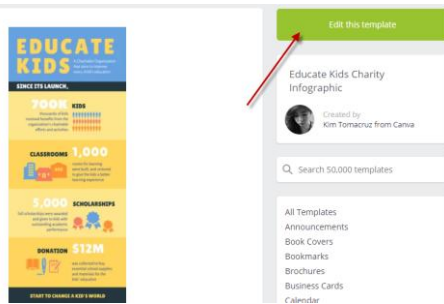
MAJORING EDITING FEATURES

CANVA LAYOUTS
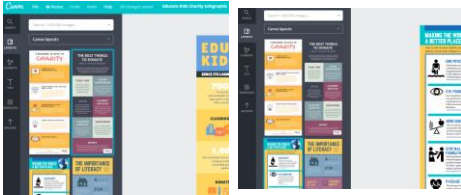
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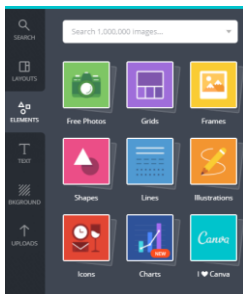
TEXT

BACKGROUND

UPLOADS
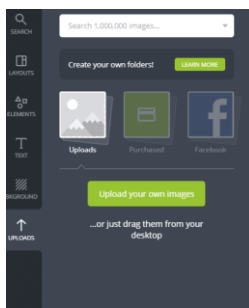
SHARE
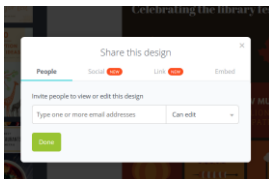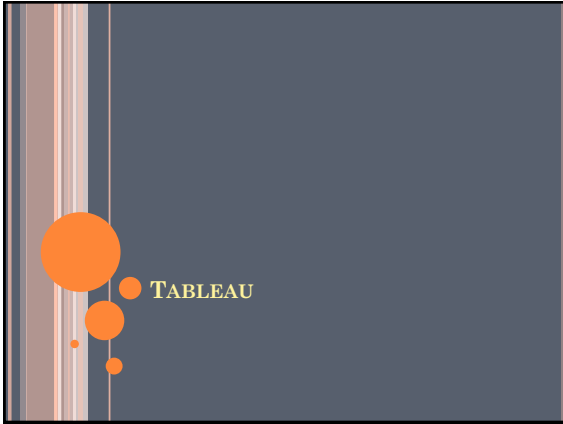
TABLEAU

COST

Pricing

	Tableau Desktop		Tableau Server	Tableau Online
	Personal Edition	Professional Edition	On-Premises or Public Cloud*	Fully Hosted*
	$35	$70	$35	$42

EASEL.LY

FREE SIGN UP

PICK A TEMPLATE

WYSIWYG EDITING

MAKE IT FIT YOUR NEEDS

INFOGRAM
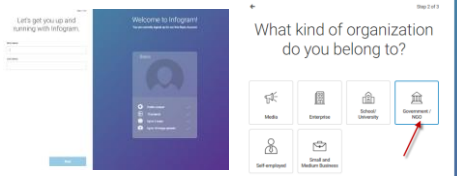

GET STARTED

Make Infographics and Charts that People Love
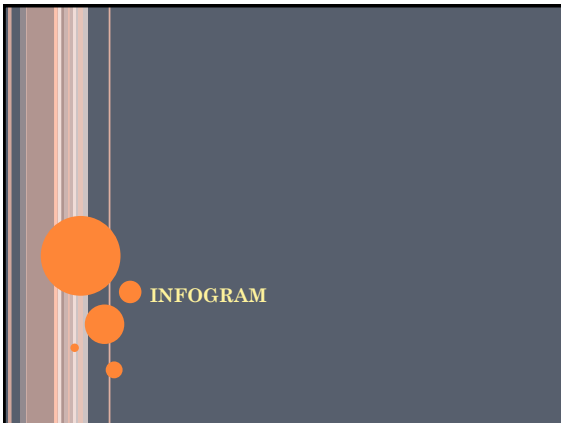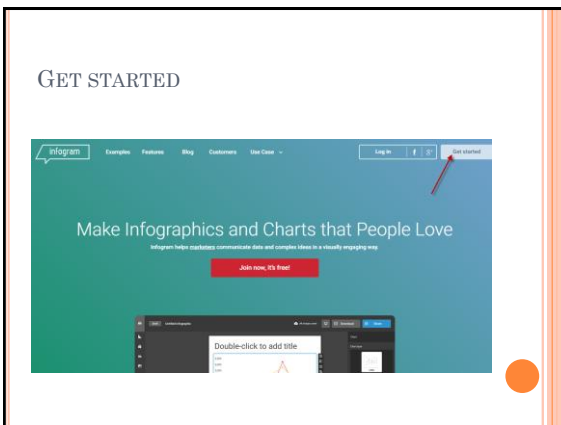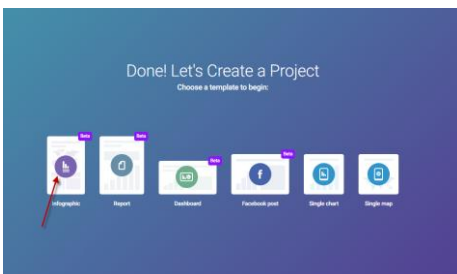
ASKS FOR A BIT MORE INFORMATION UP FRONT

MOST FEATURES STILL IN BETA

SIMILAR TO OTHER TOOLS

TIKI-TOKI

TIMELINE CREATOR

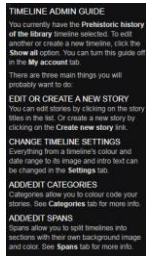INITIAL SETUP
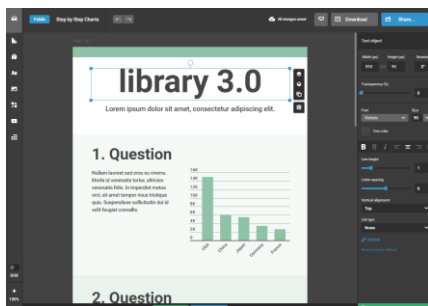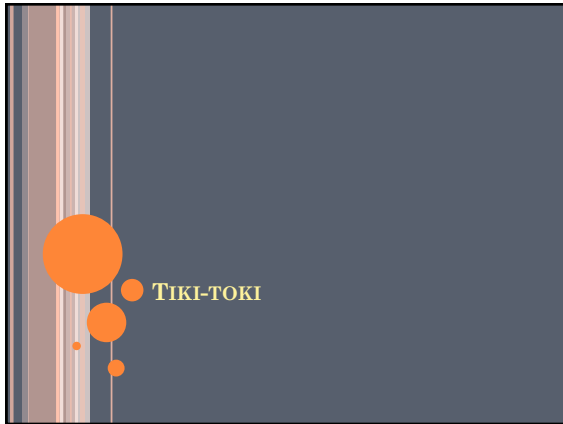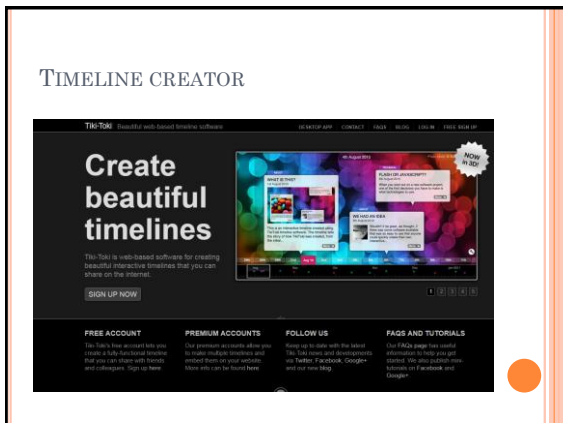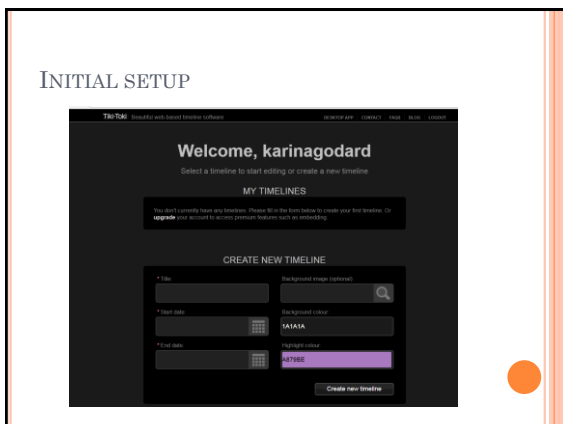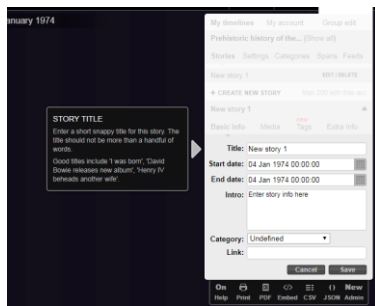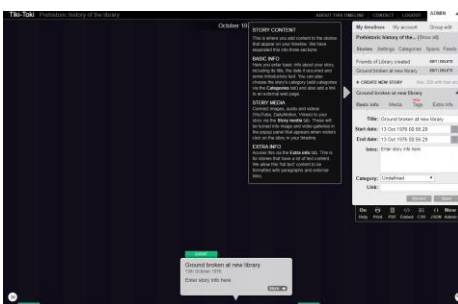
GUIDE OFFERED AT FIRST TIMELINE

ENTRIES ARE CALLED "STORIES"

ADD STORIES TO TIMELINE

SHARING OPTIONS

On						New
Help	Print	PDF	Embed	CSV	JSON	Admin
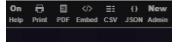
QUESTIONS?

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